

Father Frost and real reindeer in Jasná

DEMÄNOVSKÁ DOLINA (9th January 2014) – A special event called Father Frost in Jasná is prepared for all Russian speaking clients a few days before the Russian (Orthodox) New Year. The terrace of the Happy End restaurant will change to a fairytale land on 11th January 2014 from 11:00 to 15:00. There will be a winter garden with Russian motifs, various competitions, a real reindeer sleigh, a fairytale performance featuring the popular Tatra guy and a lot of dance music. The evening will be dedicated to a great Russian Disco Night in the Happy End club, which will serve a special menu.

A sleigh with real reindeer from Lapland will bring Father Frost and Nastenka to the resort of Jasná. There will be lots of fun with live music played by a saxophonist and an accordionist. An ice bar will please all lovers of a popular Russian drink – vodka. And the Happy End restaurant will serve typical Russian meals all day long and host a real Russian-style show in the evening.

Numbers of Russian speaking clients come to the region of Liptov and the Low Tatras every year mainly after Christmas and stay until mid January. They like spending their Orthodox Christmas and New Year holidays with skiing or swimming in thermal pools of the water park Tatalandia. When compared to the previous year, there have been 30% more Russian speaking clients in hotels managed by Tatry mountain resorts, a.s (TMR) in the High and Low Tatras, mainly from Ukraine and Russia. There are new but also old, regular clients. However, they are rather careful with spending money, the sum is similar to the previous year. Russian speaking clients have been interested in after-skiing activities such as the Tatra evening of experiences or a cable car trip to Mt. Lomnický štít. TMR hotels try to adapt to the Russian speaking clientele with decoration, music played in all facilities and menus translated to Russian. There is also a 1-day trip to Vienna with the hotel bus, attractive wellness services, a sports arena and the Superfly free fall simulator in the area of Tatalandia.

Although there has not been much snow this winter, the mood in ski resorts is optimistic. There are 22 ski slopes with man-made snow open in the resort of Jasná on both sides of Mt. Chopok and 11 ski slopes in the High Tatras. Local people hope that the weather will change soon and the snow cover they long for will finally fall. The Tatra temple in the area of Hrebienok will be joined by sculptures of ice at the end of January – during the Tatry Ice Master festival. And the resort of Jasná will host prestigious World Junior Alpine Ski Championships at the turn of February and March (26/2 - 6/3/2014).

Tatry mountain resorts, a.s. is a top subject in the field of tourism in Central and Eastern Europe, which itself or via subsidiaries owns and operates attractive ski resorts and hotels in the area of the Low and High Tatras. These include the resort Jasná Low Tatras and the following hotels: Wellness hotel Grand Jasná, Boutique Hotel Tri studničky, Chalets Záhradky De Luxe and Mountain Hotel Srdiečko. In the High Tatras, TMR owns and operates resorts Tatranská Lomnica, Starý Smokovec and the following hotels: Grandhotel Praha Tatranská Lomnica, Grandhotel Starý Smokovec and hotel FIS Štrbské Pleso. TMR also co-operates the resort Štrbské Pleso and since the winter season 2012/2013 it has been leasing the mountain resort Špindlerův Mlýn in the Czech Republic in cooperation with SMMR, a.s.. TMR owns Tatalandia, the largest Slovak water park with all-year operation, which offers a lot of water and other entertainment, a Fun Park, relaxation in a special tropical hall with sea water and accommodation in bungalows and suites of the Holiday Village Tatalandia. TMR also owns and rents hotels Kosodrevina, Liptov and Ski&Fun Záhradky and Bungalows. More than 190 million Euros were invested by the end of 2013 in

the above mentioned resorts, which helps increase the standard and visitor turnout in the Tatras. The TMR shares have been traded on three European stock exchanges – in Bratislava, Prague and Warsaw since 2012.